



Eastra Health



Content Strategy

July 7th, 2021

Overall Goals

To define and support interim business goals while aligning and enhancing the brand.

To define and prioritize the different audiences that we speak to: investors, advisors, psychedelic industry, media, conferences

Where we place content and why we do it.



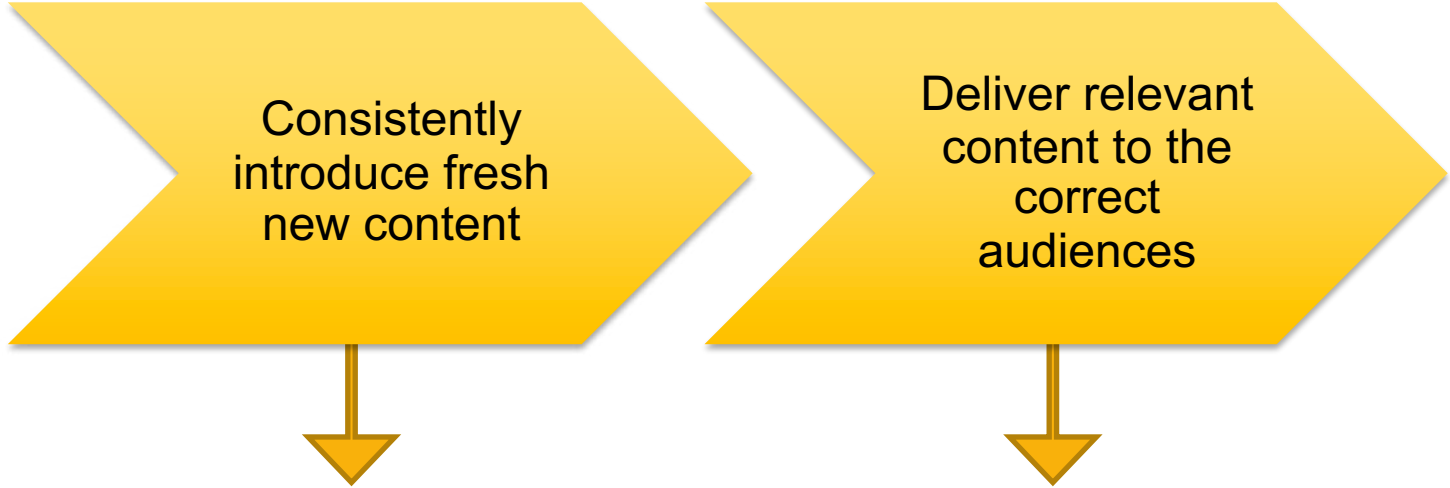
As a result of our efforts, content consumers will think of Eastra Health as the leading and credible source of information as it relates to psychedelics and women's health.

Content: Audience Priority

We've decided that informing investors, both present and future is the top priority. Through these updates we establish credibility, brand and reinforce our mission & purpose.

1. **Investors:** Update on company news, press releases, customized newsletters
2. **Advisors:** Update on company news, press releases, customized newsletters
3. **Psychedelics Industry:** Conference attendance, updates to 'Insights' on website/social, strategic partnership content alliances/shared content
4. **Media:** We work towards earned media (primarily) through press releases, viral shared content & a PR co., paid media is case-by-case
5. **Conferences:** Paid for booths & free/paid-for speaking spots

Overall Recommendations



Addressed through thought leadership, updates on science and research, press releases

We focus on relevancy to the investor audience followed by the psychedelic industry and tangential industries e.g., wellness, science

Reflect Eastras mission and establish our voice of credibility

Content Strategy Recommendations

- **Create brand awareness to reach our audience:** Ungate and reveal content making it easily shareable
- **Surface key content effectively** so that consumers have the information they need to make decisions
- **Create an integrated content ecosystem** that connects all of Eastr's content, giving users more opportunities to learn, share and engage (read: deepen the relationship—take the user from awareness to advocacy)

Content Strategy Recommendations

- **Optimize content for users as well as for search**, employing a phased approach. (Search engines want what users want: quality content)
- **Introduce fresh, new user-centric content** that addresses users' questions/concerns and supports their decision-making process
- **Employ clear, conversational language** to support an easy and intuitive user experience.
- **Centralize all content initiatives** in a global editorial calendar to identify, plan out and prioritize topics that can be repurposed across multiple channels.

Content Strategy Recommendations

- Improve onsite and offsite social sharing (prominence) as another means of capturing an ever-wider audience.
- Studies show around 60% of content is shared socially before it's even read—place social media icons at the top as well as the bottom of a content page (or continue to employ the floating social media bar—as long as it doesn't impede the page's readability).
- Be strategic with social sharing on channels such as LinkedIn and Twitter with a reshare model from company or colleague's profiles

Content Placement Recommendations

Immediate/weekly placement and content scheduling pre-funding:

- LinkedIn - reach investors, friendlies and media
- Twitter - reach investors, friendlies and media
- Facebook – develop community and brand
- Clubhouse app – community, brand, investors, media
- “Insights” on Eastra website – with thought leadership - brand
- Media placement – ideally earned; develop brand and personality

Content Placement Recommendations

Weekly/regular placement and content scheduling post-funding:

- YouTube – our channel and micro/macro influencers – community reach
- Podcasts – earned and pay/for; depends on podcast (!)
- Instagram - brand (possible not definite)

Content Type Recommendations

- Blog posts by Eastra employees – via ‘Insights’ and strategic partners
- Individual and Company LinkedIn posts (a la Mitchell & shared)
- Same with Twitter
- Vlogs by employees shared across channels (a la Pamela in mountains)
- Themes on Clubhouse app via ‘Psychedelic Clubhouse’

Content Type Recommendations

- Newsletters – Investors, advisors and general audience
- Webinars – when we feel we have newsworthy or educational content we offer on our own channel or through others
- Conferences – actively seek out speaking spots for health and wellness, science, psychedelics and pharma placement
- Regular press releases – strive for monthly or bi-monthly

Our Language

Guidelines for voice, tone and style to strengthen and differentiate the Eastra brand and to ensure that the content we create resonates with our audience—for example, speak to them in the active voice and with the use of “you” and “your.”

Eastra’s brand voice is:

Accessible
Approachable
Friendly
Engaging
Easy to understand
Reliable
Caring
Expert

Eastra’s brand IS NOT:

Formal
Folksy
Cheeky
Jargony
“Woke”
Casual

Content Initiatives

... **in a global editorial calendar** to synchronize all content-related activity and their owners/ contributors.

Identify, plan out and prioritize topics; find opportunities to repurpose across multiple channels.

Enable the simultaneous tracking and management of different content-based projects.

Content Initiatives

Include CTAs, keywords/tags, social media channels, publish dates, events, seasonal milestones, and other details (TBD) to ensure that content is aligned against our business/content goals.

An integrated content plan helps support a unified brand voice and allows us to leverage content more effectively.

Add data and analytics (e.g., PVs onsite and open/clickthrough rates in email) after content is published to inform/influence future content development.

Next Steps

- Finalize content strategy.
- Create editorial style guide
- Agree on content types
- Identify categories for blog/'Insights'
- Develop an editorial plan—prioritize content to develop and revise
- Develop global editorial calendar and schedule out prioritized content